

**RJ REYNOLDS**

TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
 PROMOTIONAL COORDINATOR  
 8899 MAIN STREET  
 WILLIAMSVILLE, NY 14221  
 (716) 634-4179  
 FAX (716) 634-3145

JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

TO:	RJR ACCOUNT #: #442680	CC:	J. MCLEAN
	M. GANDULLA MOUNTAIN CANDY	CC:	
FAX #:	(914) 434-0264		

**PARTNERS PROMOTION REPORTING: DOR SEPT JACKPOT (MINIMUM 16 CHARACTERS)**

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
12300-						
25467	6M		DORAL LT 100	6	1 (ONE CTN)	180
25469	6M		DORAL MEN LT 100	6	1 (ONE CTN)	
25468	6M		DORAL 100	6	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	6	1 (ONE CTN)	

**PRODUCT PO # 081798****DISPLAYS / PREMIUMS PO # N/A**

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$8,088.15	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
176	NO. OF DISPLAYS ON CUSTOMER LIST
\$336.00	PACKING PAYMENT (\$14.00 X 24 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
4	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
 SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.  
 CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		732088	Z.S.&S CORP.	150 BROADWAY	MONTICELLO	NY	12701	1				(914) 794-2127
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	1			981142	(914) 342-5133
162210	162227	748865	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				(914) 796-1057
162210	162227	748866	PARK CIRCLE CONV	203 NORTH ST	MIDDLETOWN	NY	10940	1				(914) 344-0410
162210		748868	STEVE'S COUNTRY	ROUTE 31 4775	GLEN SPEY	NY	12737	1				(914) 858-1070
162210		762745	NK MART	OLD ROUTE 17	ROSCOE	NY	12776	1				(607) 498-4940
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1			927038	(914) 794-4460
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701	2			941617	(914) 794-8421
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1			928895	(914) 292-1655
162210	162227	443887	EXPRESS MOBIL	361 BROADWAY	MONTICELLO	NY	12701	3				(914) 791-5142
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	2				(914) 692-0803
162210		543650	ULTRA POWER MART	RT. 17 B	WHITE LAKE	NY	12786	1		2472-0000		(914) 583-7313
162210	162227	557522	WALLACE OIL CO., INC	471 NORTH ST	MIDDLETOWN	NY	10940	1	NYS	2358-0000	960245	(914) 342-6799
162210	162227	179216	DOLSON MOBIL	DOLSON ROUTE 17	MIDDLETOWN	NY	10940	1	NYS	2358-0000		(914) 342-0135
162210	162227	191649	WALLY MART SUNOCO	FAIRLAWN AVE & RT	MIDDLETOWN	NY	10940	1	NYS	2358-0000	956946	(914) 342-0135
162210	162227	209401	WILSON FIELD MOBIL	DOLSON AVENUE	MIDDLETOWN	NY	10940	1	NYS	2358-0000	442680	(914) 342-4224
162303	162322	817127	SMOKER'S CHOICE 4	RR 3 BOX 8	AMSTERDAM	NY	12010	5		2253-0000	CIG	
162303	162322	765418	SMOKERS PARADISE	14 SARATOGA RD	SCOTIA	NY	12302	5		3441-0000	CIG	
162303	162324	798131	SMOKER'S PARADISE, VI	357 DUANESBURG RD	SCHENECTADY	NY	12306	5		3441-0000	CIG	
162303	162324	813776	SMOKER'S PARADISE IX	1056 ALAMONT RD	SCHENECTADY	NY	12303	5		3441-0000	CIG	
162304	162322	777125	SMOKERS PARADISE II INC.		LATHAM	NY	12110	5		3441-0000	CIG	
162304	162324	798132	SMOKERS PARADISE 8	1745 UNION ST	SCHENECTADY	NY	12309	5		3441-0000	CIG	
162304	162322	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	2				(518) 449-3110
162305	162326	820511	PETROL 9W CO.	294 ROUTE 9W	GLENMONT	NY	12077	1			990036	(518) 434-9582
162305	162322	757620	SMOKERS PARADISE	90 STATE ST	ALBANY	NY	12207	5		3441-0000	985499	CIG
162306	162325	777133	SMOKERS PARADISE V	604 PAWLING AVE	TROY	NY	12180	5		3441-0000	CIG	
162306	162325	784251	SMOKERS PARADISE VI	120 HOOSICK ST	TROY	NY	12180	5		3441-0000	CIG	
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	2			949461	(914) 758-6165
162306	162327	620264	CITGO GUJAR	RT. 32 & MADELINE	ROSENDALE	NY	12472	3			956268	(914) 658-3706
162306	162329	693696	ASIAN AMERICAN	RT 199 BOX 421	PINE PLAINS	NY	12567	2			970798	(518) 398-6515
162307	162327	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	1			481952	(914) 564-4410
162307	162327	178829	THRUWAY PHARMACY IN	78 OAK ST	WALDEN	NY	12586	5				(914) 778-3535
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	2				(914) 255-7830
162307		769307	MAISIES QWIK DELI	357 N PLANK RD	NEWBURGH	NY	12550	1				(914) 564-5866
162307		804417	HOMESTEAD DELI	305 HOMESTEAD AVE	MAYBROOK	NY	12543	1				(914) 427-2595
162307		812859	Z & H PETROLEUM	433 ROUTE 9W	HIGHLAND	NY	12528	1				(914) 691-6717
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		5474-0000		(914) 567-0408
162307	162327	733040	JAMAN ENTERPRISE LT	5004 ROUTE 9 WEST	NEWBURGH	NY	12550	2		0362-0102		(914) 562-4242
162307	162327	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1				(914) 255-4420
162307	162327	769218	A-PLUS #60026	78 STATE ROUTE 17	NEWBURGH	NY	12550	2	NYS	0362-0102		(914) 564-2992
162307	162327	472372	CHILIANA E ASSOC. IN	69 N PLANK RD	NEWBURGH	NY	12550	2	NYS	0362-0102	046912	(914) 561-1393
162308	162329	473929	HARLEM VALLEY BEVER	RR 2 BOX 212	WINGDALE	NY	12594	1			950378	(914) 832-9093
162308	162328	619804	VALUE RITE THRIFT	650 VIOLET AVE	HYDE PARK	NY	12538	1				(914) 229-0436

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 4  
DATE: 98-07-1  
TIME: 02:09 PWHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>  
TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
TEMPLATE SEQ : 0919  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162308	162328	659740	JULIANS DELI	RT 9G BOX 956	HYDE PARK	NY	12538	1			953281	(914)229-982
162308	162328	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VALLE	NY	12569	1				(914)635-842
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	1				(914)298-149
162308	162329	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSIE	NY	12603	1		1449-0000	946194	(914)452-496
162308	162328	785310	COLLEGE VIEW BAKERY	7 COLLEGEVIEW AVE	POUGHKEEPSIE	NY	12603	1				(914)483-000
162308	162328	785311	CUTTYS DISCOUNT BEV	23 VASSAR RD	POUGHKEEPSIE	NY	12603	2				(914)462-182
162309	162329	460627	STORMVILLE CITGO	ROUTE 216	STORMVILLE	NY	12582	1				(914)227-691
162309	162329	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1			965327	(914)878-255

PAGE BREAK TOTAL ACCOUNTS 93 TOTAL QUANTITY 176

TEMPLATE TOTAL ACCOUNTS 93 TOTAL QUANTITY 176

51844 8921

# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

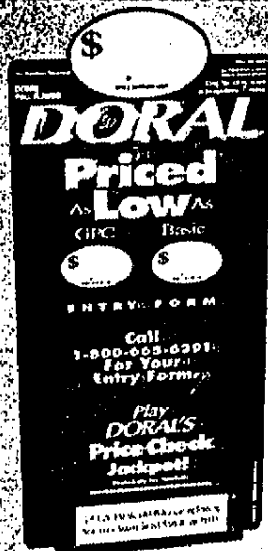
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

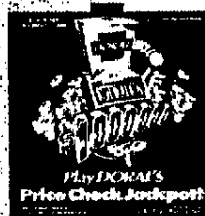
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card  
w/Entry Forms**



**Wobbler**



**Counter  
Display  
(40 packs  
per display)**

**Additional Support Pieces:\***

**Pack Outlet  
Small Paster**

**Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee**

\*Adhesive numbers and a pricing pen will be included for you to price the materials.